

### Remarks

The above Amendments and these Remarks are in reply to the Office Action mailed June 29, 2007.

Claims 1-10 are currently pending. Claims 1, 7 and 8 have been amended.

Claims 1-10 have been previously rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 7,028,072 B1 (*Kliger, et al.*) in view of U.S. Patent No. 6,055,573 (*Gardenswartz*).

Amended claim 1 includes, among other elements: "obtaining, by a user, a user identification value that is included in a package of a product that has been purchased by the user..."

In the previous rejection of claim 1, the Office Action dated 6/29/07 has cited the "cookie" as disclosed in *Kliger, et al.* and/or the "customer identification (CID)" as disclosed in *Gardenswartz* as disclosing the claimed "identification value." *Gardenswartz* discloses that a CID "identifies the particular consumer." Col. 5, line 45. Examples of "CIDs" include: "credit card numbers, debit card numbers, social security numbers, driver's license numbers, checking account numbers, street address numbers, names, e-mail addresses, telephone numbers..." Col. 5, lines 48-57.

In direct contrast to claim 1, neither a "cookie" nor a "CID" such as a "credit card number, debit card number, social security numbers ..." is "included in a package of a product that has been purchased by the user."

Further, amended claim 7 calls for "the use identification value... [to be] an alphanumeric code that is located inside the package of the product" which is not disclosed or suggested by *Kliger, et al.* and/or *Gardenswartz*.

Based on the current amendments, the presently pending claims are believed to overcome the cited art.

The Examiner's prompt attention to this matter is greatly appreciated. Should further questions remain, the Examiner is invited to contact the undersigned attorney by telephone.

The Commissioner is authorized to charge any underpayment or credit any overpayment to Deposit Account No. 501826 for any matter in connection with this response, including any fee for extension of time, which may be required.

Respectfully submitted,

Date: October 1, 2007

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